

CBIP-Call for Expression of Interest (EOI) - For Website Updates, Maintenance, and Publicity Services for CBIP and associated societies activities – reg.

The Central Board of Irrigation & Power (CBIP), an apex organization engaged in promoting the development of irrigation, power, and related infrastructure in India, is to invites **Expression of Interest (EOI)** from qualified and experienced agencies for the following services:

1. Website Update and Maintenance

- Regular updates and maintenance of the existing CBIP and associated societies' websites, ensuring they remain user-friendly, informative, and functional.
- Ensuring the websites is fully updated with current activities, events, and technical developments.
- Enhancing website performance, security, and user experience on both desktop and mobile platforms.

2. Publicity and Media Outreach

- Publicizing CBIP's and associated activities, events, programs, and achievements through various channels including social media platforms (Facebook, Twitter, LinkedIn, etc.), newspapers, and press releases.
- Creating and managing engaging content for the promotion of CBIP's events, initiatives, and achievements.
- Coordinating with the media and ensuring regular coverage of CBIP's activities in relevant newspapers, journals, and magazines.

Minimum Eligibility Criteria for the agency is :

- The agency must have proven experience in website management, development, and maintenance, with a track record of working with organizations of similar stature.
- The agency should be capable of creating and implementing publicity strategies across multiple platforms, including print, digital, and social media.
- A strong portfolio demonstrating successful campaigns and a creative approach to media outreach and content creation.

Submission Requirements:

Interested parties are requested to submit the following documents:

- A brief company profile highlighting experience, expertise, and capabilities in website management and publicity services.
- A list of similar projects undertaken by the agency, along with references.
- Proposed methodology and approach for website updates and publicity, including timelines, deliverables, and cost estimates.
- Details of the team to be assigned to this project, including relevant experience and qualifications.

Submission Deadline:

The last date for submission of the Expression of Interest is **(30.11.2024)**.

Address for Submission: Expression of Interest should be submitted to:

CBIP Head Office, Malcha Marg, Chankyapuri, New Delhi

Email : cbip@cbip.org

Contact Number : Mr. Uttam Rawat, IT Manager